

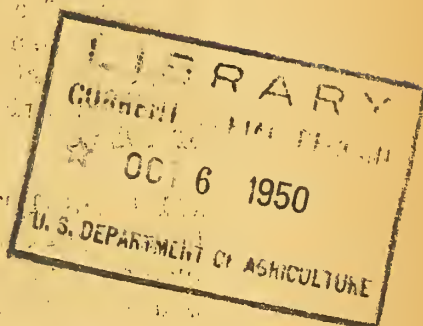
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762

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS
IN

Monthly Periodicals
Revised August 1950
This report shows the amount of fruit and vegetable products purchased by consumers in the United States during the month of August 1950. The data are based on a survey of 10,000 households in the United States. The report is divided into two parts: one for fresh fruits and vegetables, and the other for canned and frozen fruits and vegetables. The data are presented in tables showing the amount of each product purchased, the number of households purchasing it, and the total amount purchased.



United States Department of Agriculture
Bureau of Agricultural Economics
and
Fruit and Vegetable Branch
Production and Marketing Administration

Washington, D. C.
September 1950

FOREWORD

This report presents data on consumer purchases during August 1950 of fresh citrus fruits, canned juices, frozen concentrated juices, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Research and Marketing Act of 1946.

All "monthly" data in the report are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc., under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS
AUGUST 1950

The data presented in this report represent purchases of specified fruits and juices for household consumption only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets. It should be noted also that the data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length.

SUMMARY

Household purchases of frozen concentrated orange juice reached a new high in August 1950 of 1,308,000 gallons after a slight decline in July. The percentage of families purchasing in August was 15.0, compared with 14.3 in July. Householders paid an average of 25.7 cents per 6-ounce can for frozen concentrated orange juice in August. This was slightly below the July price of 26.1 cents and more than 2 cents per can below the average price in August 1949. Household purchases of frozen concentrated grape juice declined from 100,000 gallons in July to 94,000 gallons in August. At the same time, purchases of other frozen concentrated juices increased from 93,000 to 171,000 gallons.

In August 1950 household consumers bought a smaller volume of nearly all canned single strength juices than they did in July. Average prices paid by householders changed very little from the July levels.

Household purchases of canned orange juice declined 130,000 cases in August to 1,236,000 cases (equivalent No. 2 cans)--the lowest level since November 1949. Canned grapefruit juice purchases totaled 744,000 cases, a decline of 8 percent from July levels.

Household purchases of canned lemon juice dropped sharply from 112,000 cases (equivalent No. 2 cans) in July to 67,000 cases in August. The average price increased from 13.4 cents to 14.1 cents per 5½-ounce can during the same period.

Average prices paid by consumers for prune juice and the percentage of families buying remained about the same in August, while purchases increased to 379,000 cases--11,000 cases over the July level.

Householders bought 21,982,000 dozens of fresh oranges in August, slightly less than the total purchase figure for the same period last year. The average price paid for these oranges--40.9 cents per dozen--was about 8 cents higher than a year ago. The larger average size of California Valencias this season probably accounts in part for the differences in volume of purchases and the level of prices, as compared with last year.

In August, fresh lemon purchases of 13,930,000 dozens were slightly below those of the same month last year, despite an average price of 40.3 cents per dozen, 5 cents lower than last year. During each month since May, householders have purchased fewer lemons than during the same months last year.

Household purchases of dried fruits declined slightly from 7,678 tons in July to 7,479 tons in August. The average prices paid by consumers remained about the same, while the percentage of families making purchases continued to decline. Household purchases of raisins, however, increased from the July low of 2,977 tons to 3,188 tons in August. Dried prune purchases continued to decline--from 3,508 tons in July to 3,193 tons in August. Consumers bought more dried apricots, dried peaches, and dates in August than they did in July.

FROZEN CONCENTRATED JUICES

In August 1950, household purchases of frozen concentrated orange juice reached a new peak--1,308,000 gallons for the 4-week period. This represents an increase of 7 percent over purchases in July and 4 percent over June 1950--the previous high. Household purchases totaled only 821,000 gallons in August a year ago (fig. 2).

Prices paid by householders for frozen concentrated orange juice averaged 25.7 cents per 6-ounce can in August, continuing the decline in prices that began in April 1950, when the average was 27.8 cents per can. In August 1949 householders paid an average of 28.0 cents per can (fig. 3).

Along with the increase in consumer purchases, the proportion of families buying frozen concentrated orange juice also increased--from 14.3 percent in July to 15.0 percent in August. The highest percentage previously reported--15.5--was in June 1950 (fig. 1).

Purchases of frozen concentrated grape juice for household consumption declined 6,000 gallons--from 100,000 gallons in July to 94,000 gallons in August. This was 14,000 gallons below the level of August 1949. The average price paid declined slightly in August to 26.3 cents per 6-ounce can. This compares with an average price of 24.7 cents per can in August a year ago.

In August, household purchases of frozen concentrated juices other than orange and grape totaled 171,000 gallons, compared with 93,000 gallons in July 1950 and 32,000 gallons in August 1949.

CANNED JUICES

Household consumer purchases of all canned juices in August 1950 were down 8 percent from the previous month's level. Purchase declines were recorded for all of the important canned juices; the only exceptions were prune and tangerine juice which increased slightly (fig. 4). Average prices paid for all of the canned juices changed very little from the July levels (fig. 5).

In August 1950, canned single strength orange juice purchases declined 10 percent, after remaining at the same level during June and July. Household purchases were 1,236,000 cases (equivalent No. 2 cans) in August, compared to 1,366,000 cases in July and 1,275,000 cases in August last year. Householders paid an average of 38.4 cents per 46-ounce can for orange juice in August, a slight increase over July. The proportion of families buying decreased to 13.3 percent in August, compared with 14.1 percent in July 1950 and 15.0 percent in August last year (fig. 1).

Household consumers bought 744,000 cases (equivalent No. 2 cans) of canned grapefruit juice in August at an average price of 37.7 cents per 46-ounce can. While the average price did not change, purchases dropped off 8 percent from the July level of 808,000 cases. August 1950 purchases were 46 percent below those in August 1949. The proportion of families

buying grapefruit juice was 8.7 percent in August, compared to 10.0 percent in July 1950 and 14.2 percent in August a year ago.

Householders bought less canned orange-grapefruit blend in August than in previous months this year. Purchases were 411,000 cases (equivalent No. 2 cans)--down slightly from the July level of 428,000 cases and well below purchases last August of 656,000 cases. Household consumers paid an average of 39.3 cents per 46-ounce can for blended juice in August, a slight increase over the July price. The percentage of families buying was down slightly to 5.8 percent.

Household purchases of canned lemon juice dropped sharply from the July level. Purchases in August were 67,000 cases (equivalent No. 2 cans), compared with 112,000 cases in July. August 1949 purchases totaled 95,000 cases. Householders paid an average of 14.1 cents per 5½-ounce can in August, compared with 13.4 cents in July. Prices in August were about 10 percent above the level of a year ago.

For the sixth straight month tomato juice purchases exceeded those of canned single strength orange juice. During August, householders bought 1,293,000 cases (equivalent No. 2 cans) of tomato juice, a decline of 11 percent from the July level. Prices paid by householders averaged 27.4 cents per 46-ounce can, a slight increase from July.

Householders purchased 871,000 cases (equivalent No. 2 cans) of pineapple juice in August, a decline from 927,000 cases in July. Purchases during August were lower than in any month since November 1949.

FRESH CITRUS FRUIT

Household purchases of all fresh oranges continued to decline, dropping to 27,849,000 dozens in August. Purchases during the same month last year were 28,678,000 dozens, which was an increase over July 1949.

Household consumers bought 21,982,000 dozens of California oranges in August 1950, a small gain over July but short of the August 1949 total of 22,256,000 dozens. It may be noted, however, that California Valencias marketed this summer averaged larger in size than those available during this period last year. The average price paid by householders was 40.9 cents per dozen in August, slightly below the July price but considerably above the August 1949 price of 32.7 cents per dozen (fig. 6). Purchases of Florida oranges totaled only 1,894,000 dozens at an average price of 46.2 cents per dozen. Both purchases and average prices were down from July levels. The proportion of families buying any oranges dropped to 30.9 percent in August, compared to 34.7 percent last month and 28.2 percent in August a year ago (fig. 1).

Fresh grapefruit purchases by householders dropped to 992,000 dozens in August, compared with 1,230,000 dozens in July. The average price per dozen declined from 97.4 cents in July to 85.5 cents in August.

Household purchases of fresh lemons remained slightly below the levels of a year ago for the fifth consecutive month, despite lower average prices. August purchases of 13,930,000 dozens were down 9 percent from July and below the August 1949 level of 14,179,000 dozens. Householders paid an average of 40.3 cents per dozen for lemons in August, compared to 44.4 cents in July and 45.6 cents in August last year. The 1949 season peak was reached in July, when householders bought 16,599,000 dozen lemons at an average of 50.7 cents per dozen. The 1950 peak occurred in June, when purchases totaled 15,557,000 dozens at 45.5 cents per dozen.

DRIED FRUITS

Household purchases of dried fruit declined slightly in August, with consumers buying 7,479 tons, compared to 7,678 tons in July 1950. Average prices paid by consumers showed little change in August, while the proportion of families buying any dried fruit decreased slightly from 19.4 percent in July to 18.7 percent in August.

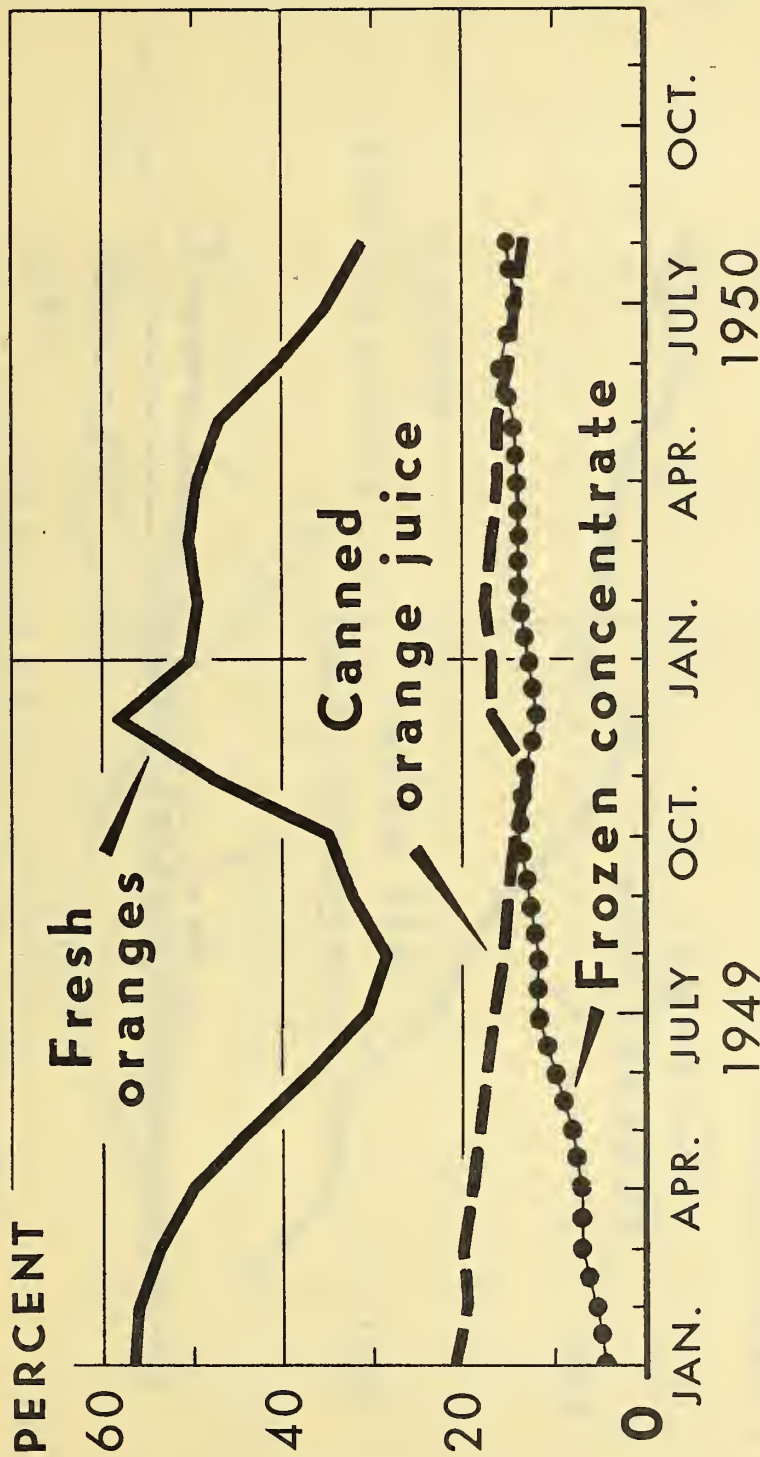
Raisin purchases for household use increased moderately from the July low of 2,977 tons to 3,188 tons in August (fig. 7). The average price remained the same, while the percentage of families buying increased slightly.

Householders bought 3,193 tons of dried prunes in August, a decline of nearly 10 percent from the July level (fig. 7). The proportion of families buying decreased from 8.9 percent to 8.3 percent. The average price paid by consumers dropped slightly, to 23.3 cents per pound.

Household purchases of dried apricots, dried peaches, and dates increased during August, while there was relatively little change in average prices paid by consumers.

Prune juice purchases by householders increased from 368,000 cases (equivalent No. 2 cans) in July to 379,000 cases in August 1950. Purchases in August a year ago totaled 338,000 cases. The proportion of families buying and the average price paid remained about the same as in July.

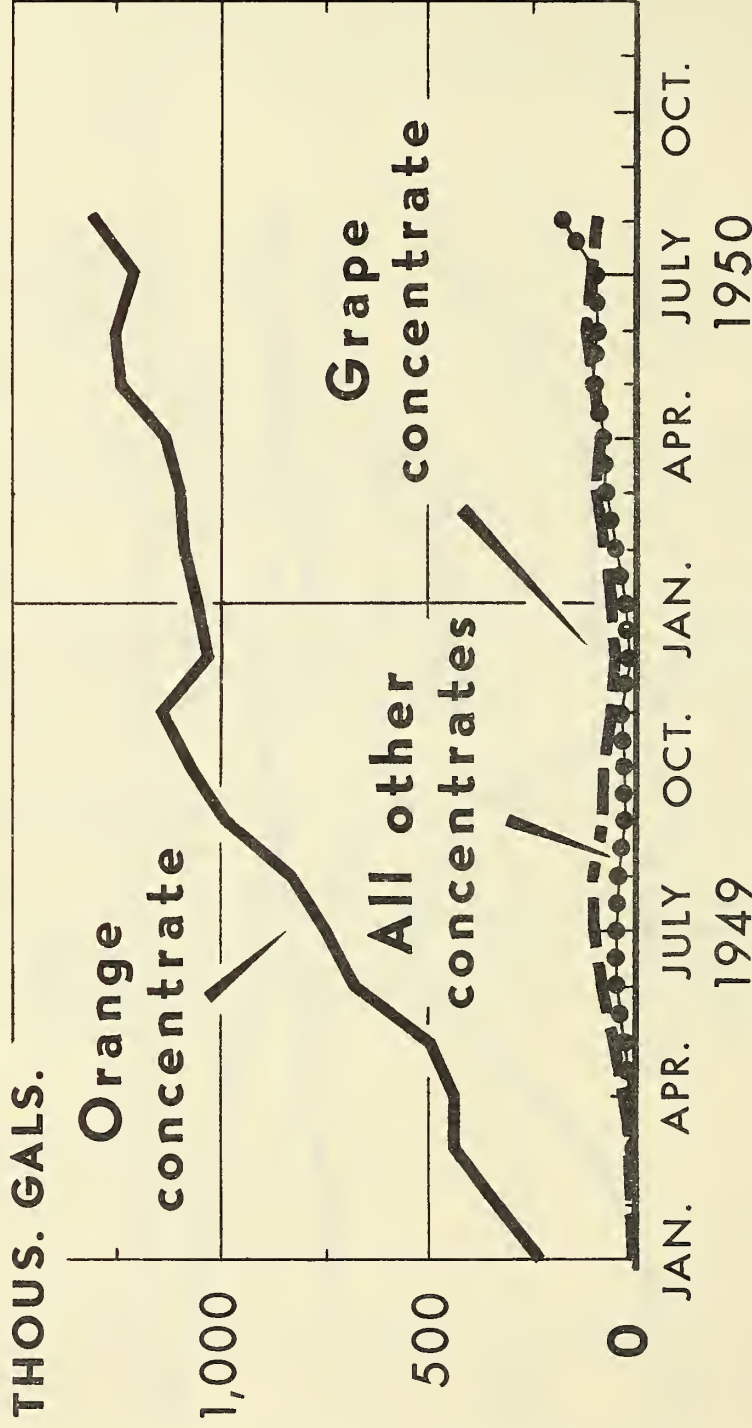
PERCENT OF FAMILIES BUYING ORANGES AND ORANGE JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

FIGURE 1

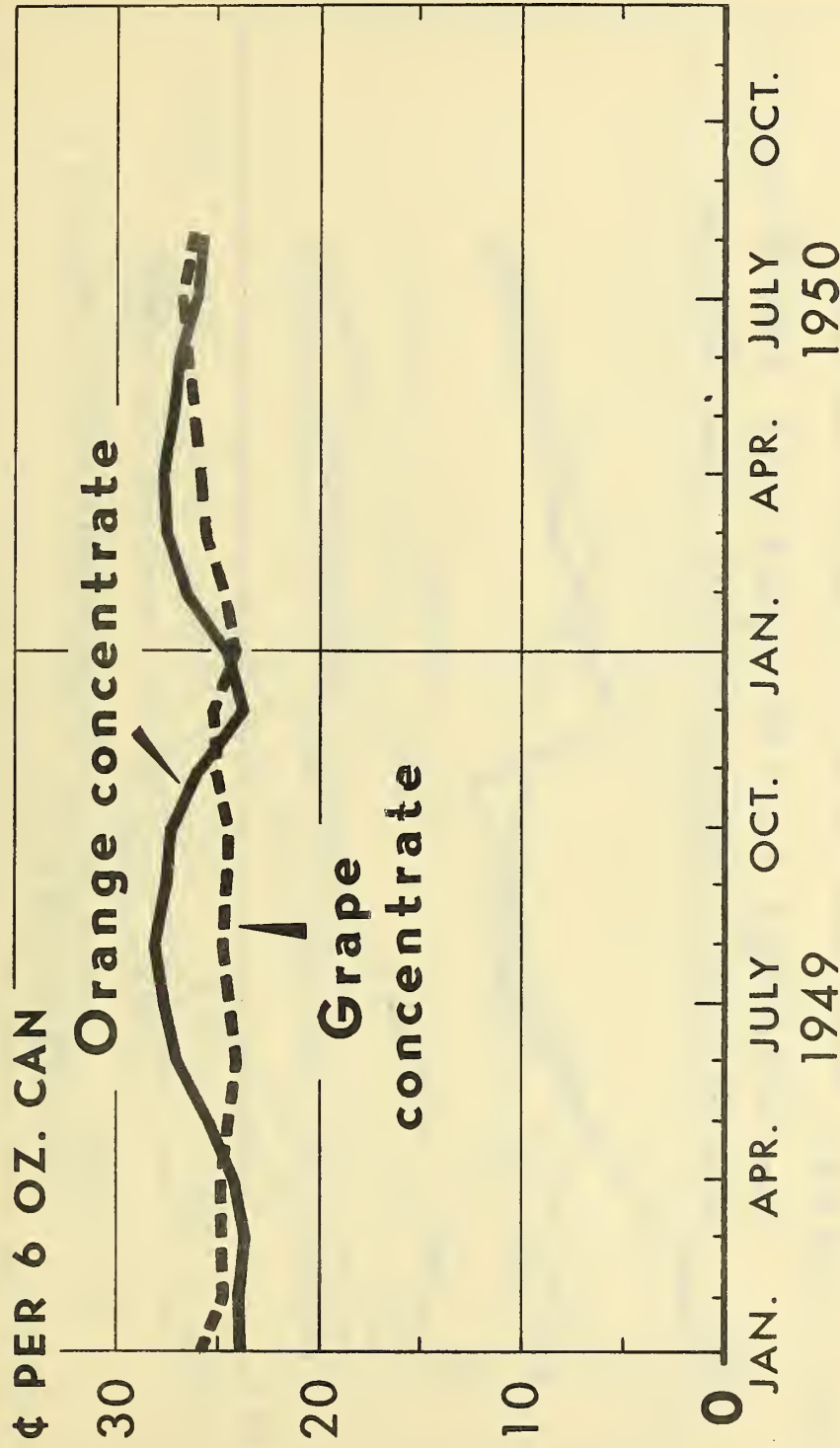
CONSUMER PURCHASES OF FROZEN FRUIT JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

FIGURE 2

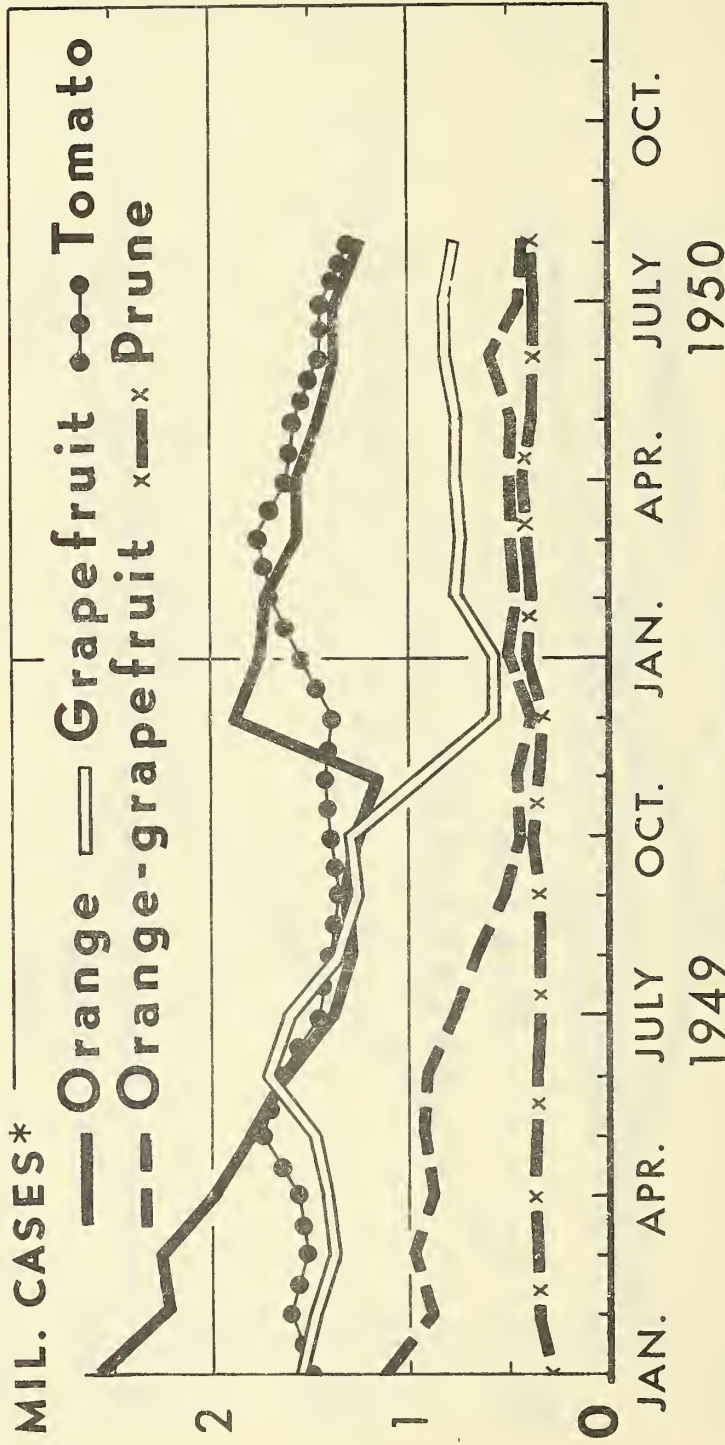
PRICES OF FROZEN FRUIT JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

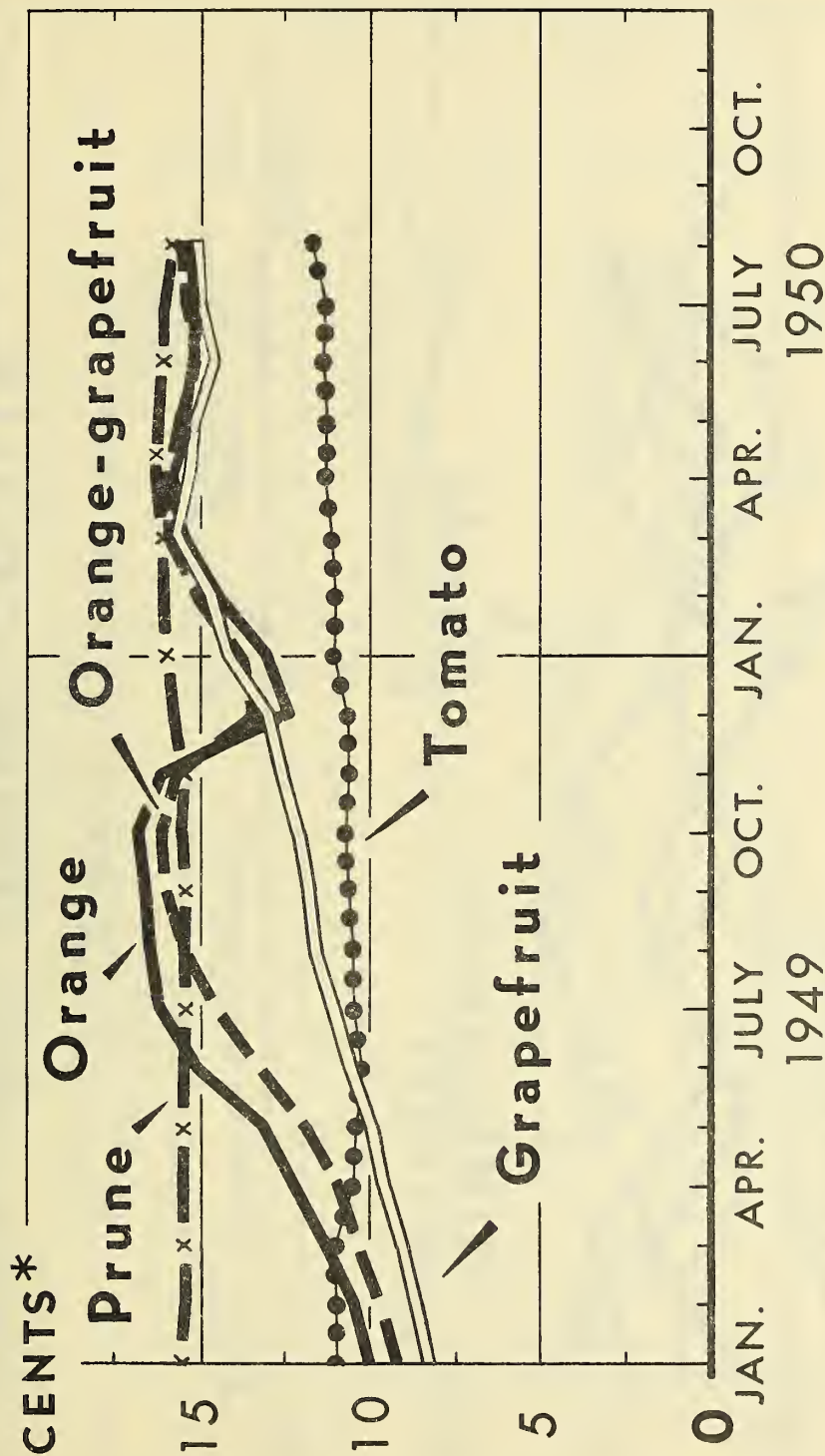
FIGURE 3

CONSUMER PURCHASES OF SELECTED CANNED JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY
*EQUIVALENT CASES OF 24 #2'S

PRICES OF CANNED JUICES

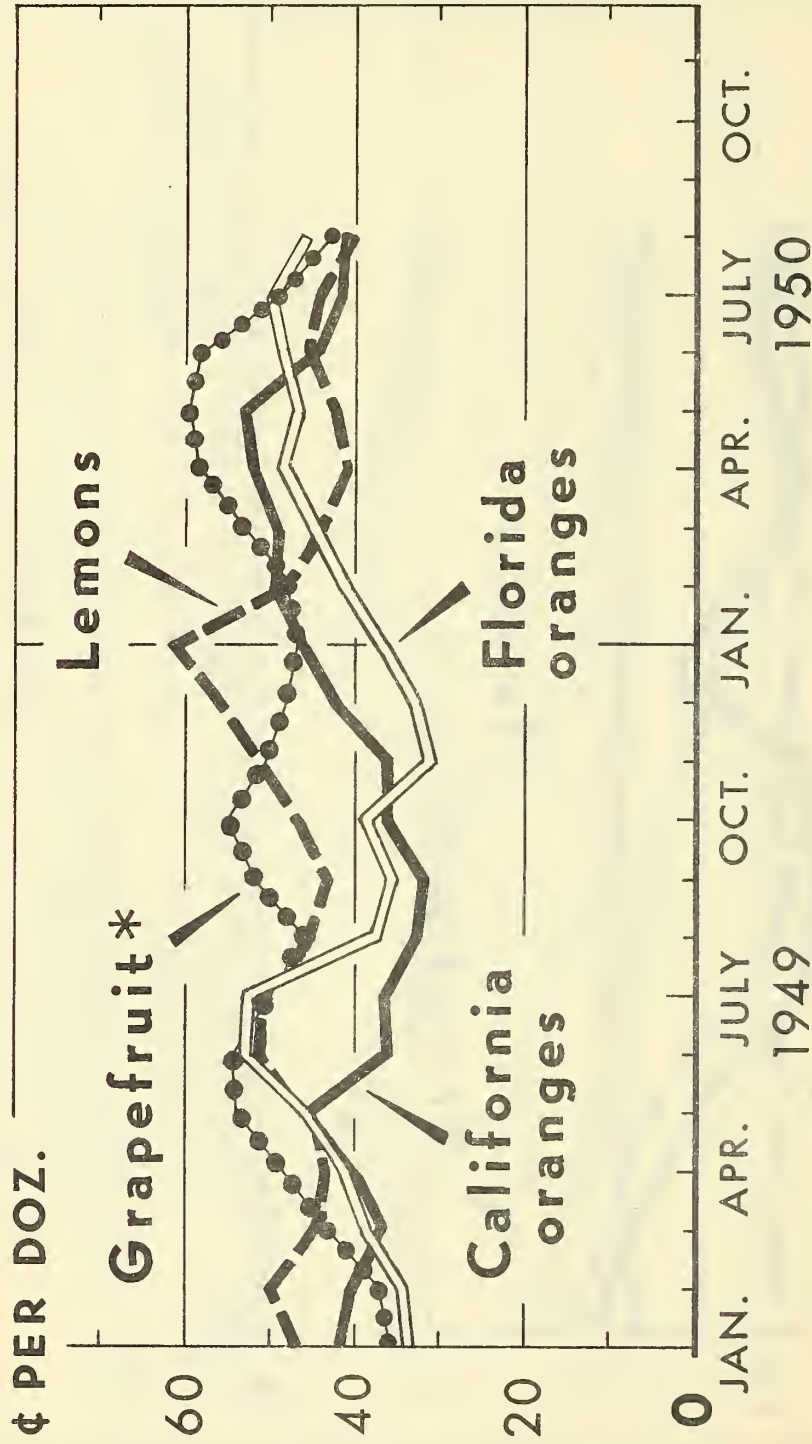


SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

* CENTS PER EQUIVALENT #2 CAN

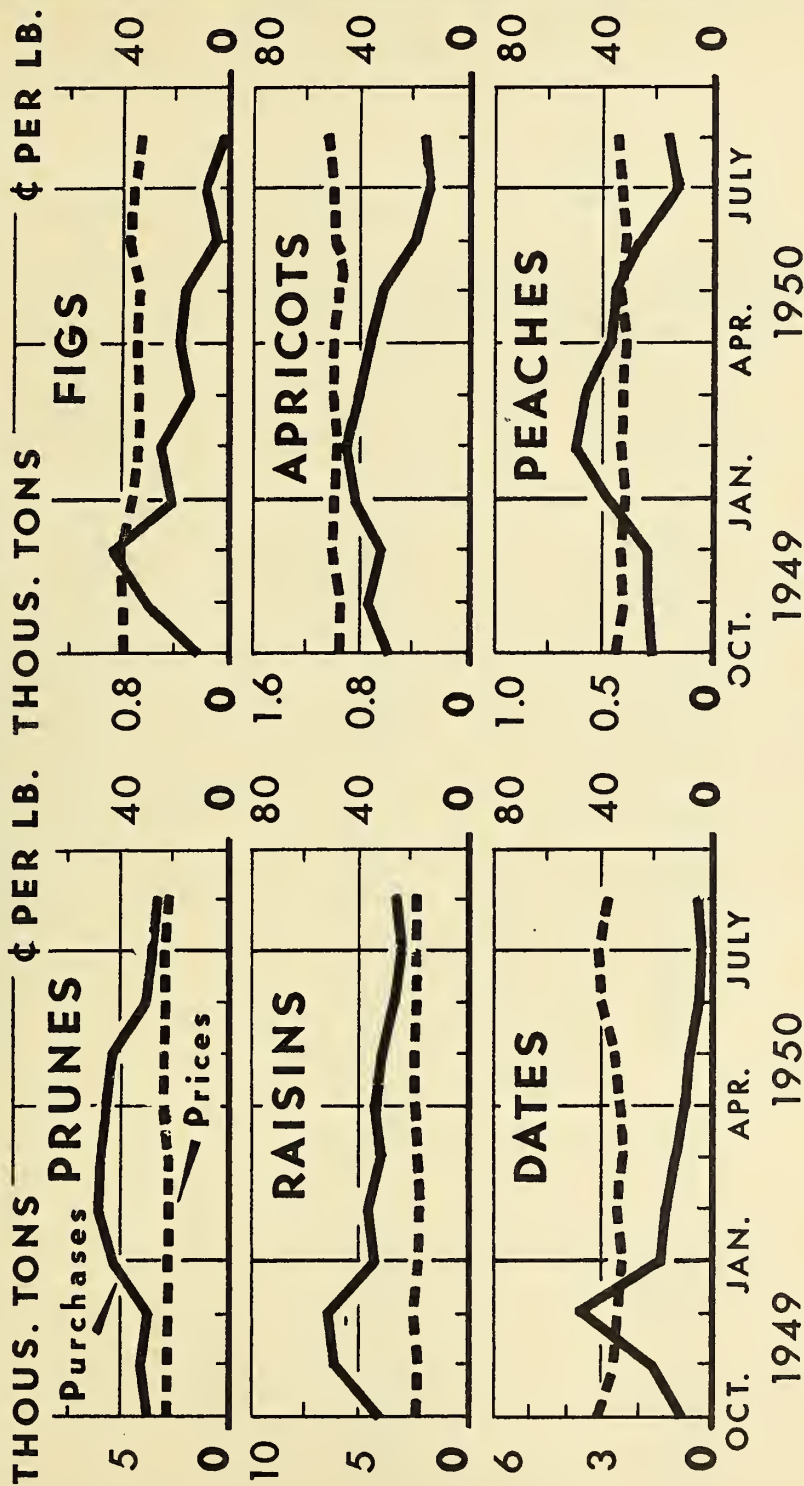
FIGURE 5

PRICES OF FRESH CITRUS FRUITS



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY
*CENTS PER 1/2 DOZEN

RETAIL PURCHASES AND PRICES, SIX DRIED FRUITS



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

FIGURE 7

Table 1.--Frozen concentrated orange juice and canned juices; U.S. total consumer purchases; percentage of families buying and average prices, August 1950, July 1950, and August 1949 1/

	Consumer purchases	Percentage of families buying	Average price per 6-oz. can
	<u>1,000 gallons</u>	<u>Percent</u>	<u>Cents</u>
Frozen concentrated orange juice			
August 1950	1,308	15.0	25.7
July 1950	1,218	14.3	26.1
August 1949	821	11.7	28.0
Consumer purchases cases of 24 #2's			
Percentage of families buying per equivalent #2 can			
Average price			
	<u>1,000 cases</u>	<u>Percent</u>	<u>Cents</u>
Canned juices			
Orange			
August 1950	1,236	13.3	15.4
July 1950	1,366	14.1	15.2
August 1949	1,275	15.0	16.4
Grapefruit			
August 1950	744	8.7	15.1
July 1950	808	10.0	15.0
August 1949	1,368	14.2	11.6
Orange and grapefruit blend			
August 1950	411	5.8	15.6
July 1950	428	6.0	15.4
August 1949	656	8.6	15.3
Lemon			
August 1950	67	3.9	42.1
July 1950	112	5.7	41.4
August 1949	95	5.0	38.7
Tomato			
August 1950	1,293	17.6	11.7
July 1950	1,452	18.6	11.3
August 1949	1,402	17.9	10.4
Pineapple			
August 1950	871	13.3	15.3
July 1950	927	14.5	15.3
August 1949	452	9.2	17.4
Prune			
August 1950	379	6.4	15.9
July 1950	368	6.2	16.1
August 1949	338	6.1	15.3

1/ Each month represents a 4-week period.

Table 2.--Fresh citrus fruits: U.S. total consumer purchases,
percentage of families buying, and average prices,
August 1950, July 1950, and August 1949 1/

	Consumer purchases 1,000 dozens	Percentage of families buying Percent	Average price per dozen Cents
Oranges			
California			
August 1950	21,982	24.8	40.9
July 1950	21,279	25.6	41.5
August 1949	22,256	21.5	32.7
Florida			
August 1950	1,894	2.7	46.2
July 1950	4,014	6.7	50.2
August 1949	1,948	2.6	37.6
Total			
August 1950	27,849	30.9	41.7
July 1950	30,141	34.7	43.0
August 1949	28,678	28.2	33.3
Grapefruit			
August 1950	992	4.9	85.5
July 1950	1,230	5.2	97.4
August 1949	599	2.8	92.2
Lemons			
August 1950	13,930	32.7	40.3
July 1950	15,355	37.3	44.4
August 1949	14,179	34.3	45.6

1/ Each month represents a 4-week period.

National Consumer Panel of Industrial Surveys Company.

Table 3.--Dried fruit: U.S. total consumer purchases, percentage of families buying and average prices, August 1950, July 1950, and June 1950 ^{1/}

	Consumer purchases Tons	Percentage of families buying Percent	Average price per pound Cents
Apples			
August 1950	110	0.6	32.1
July 1950	160	.8	35.1
June 1950	186	.8	35.0
Apricots			
August 1950	308	1.7	51.6
July 1950	293	1.5	50.6
June 1950	392	2.0	49.6
Dates			
August 1950	381	1.7	38.8
July 1950	271	1.4	41.0
June 1950	336	1.9	40.0
Figs			
August 1950	34	.2	31.9
July 1950	178	.4	35.3
June 1950	112	.6	37.7
Mixed fruit			
August 1950	50	.3	34.2
July 1950	108	.4	32.8
June 1950	100	.3	37.7
Peaches			
August 1950	200	1.0	34.4
July 1950	155	.8	34.2
June 1950	320	1.3	31.4
Pears			
August 1950	10	.1	36.0
July 1950	5	-	33.0
June 1950	5	-	35.0
Prunes			
August 1950	3,193	8.3	23.3
July 1950	3,507	8.9	23.7
June 1950	3,756	9.5	23.2
Raisins			
August 1950	3,188	9.9	19.2
July 1950	2,977	9.1	19.2
June 1950	3,163	10.0	18.9
Total ^{2/}			
August 1950	7,479	18.7	24.1
July 1950	7,678	19.4	24.4
June 1950	8,372	21.5	24.5

^{1/} Each month represents a 4-week period.

^{2/} Total includes dried currants.

National Consumer Panel of Industrial Surveys Company.

Table 5.--Fresh citrus fruit: U.S. total consumer purchases and average prices, August 1950 (4-week period)

Commodity	Purchases				Average price per dozen Cents
	Percentage of	Total	Per	Size of	
	all families buying	all families	1,000 capita	average purchase	
	Percent	1,000 dozens	Dozens	Units	
Oranges					
California	24.8	21,981.7	148.2	12.1	40.9
Florida	2.7	1,893.7	12.7	11.7	46.2
Unidentified	7.0	3,973.9	26.8	11.0	44.0
Total	30.9	27,849.3	187.7	11.9	41.7
Grapefruit	4.9	992.0	6.7	4.1	85.5
Tangerines 1/	.1	14.3	.1	8.5	38.0
Lemons	32.7	13,930.1	93.9	7.0	40.3
Limes	1.6	482.5	3.3	7.4	30.5
Total	49.5	43,268.2	291.7	9.3	42.1

^{1/} Too few purchases represented to permit significant analysis
National Consumer Panel of Industrial Surveys Company

Table 6.--Dried fruit: U.S. total consumer purchases and average prices, August 1950 (4-week period)

Commodity	Purchases					Average price per pound
	Percentage of all families buying: all families buying					

1/ Too few purchases represented to permit significant analysis
National Consumer Panel of Industrial Surveys Company